



# WORLD HEPATITIS DAY observation 2019

Looking back to focus forward

# World Hepatitis day

- World Hepatitis Day (WHD) takes places every year on **28 July** bringing the world together under themes
- to raise awareness of the **global burden of viral hepatitis**
- to influence real **change**.



# Liver Foundation, West Bengal and World Hepatitis day

- An organization that aspires to take science to the society with a focus on Liver health.
- Started observing World Hepatitis Day from **2011**.
- Range of activities that
  - aim to **eradicate taboos** related to viral Hepatitis.
  - bring Hepatitis control & prevention in mainstream conversation.



LIVER FOUNDATION WEST BENGAL

# WORLD HEPATITIS DAY – PAST ACTIVITIES



# 2011



# FOCUS

- People with viral Hepatitis infection do not disclose their status in fear of being ostracized.
- Liver Foundation came up with **online Hepatitis patient registry**, to encourage Hepatitis patients to come out from the closet.







SL	Name	Date of Birth	Sex	Phone No	Date of Registration	DOB	Status
21	KARIM (ATA KARIM)	84	Male	9423071211	-		X
18	Shahid Karim	28	Male	9985555887	-		X
18	ELIOT BAY	52	Male	9430182300	-		X
17	adish kumar gajda	80	Male	9432559485	-		X
16	Delabate Day	84 Years	Male	9873287181	-		X
15	Vijay Kumar	51	Male	9861742408	-		X
14	Rahul Das	35 years	Male	+91 9836634828	-		X
13	Bhupal Kumar	45	Male	9863324831	-		X
12	Karim Karim	28	Male	9985555887	-		X
11	Rajesh Kumar	88 yrs	Male	9863324831	-		X
10	princevivek p	45	Male	9421997098	-		X
9	Asit Choudhury	51	Male	9423489557	-		X
8	Balaji Ganguly	54	Male	9813489557	-		X
7	Santosh Kumar	81	Male	921094476	-		X
6	Prabir Choudhury	48	Male	9210771011	-		X

Current status of the patient registry and its look



Newspaper report on patient registry

# 2012





# FOCUS

- With the response to patient registry, the need to raise patient's voice through a united platform was realized.
- **Hepatitis patient Forum** was launched to bring HBV and HCV patients on a platform for their better quality of life through
  - hepatitis advocacy,
  - patient networking
  - medical care at affordable cost



## Event moments



## News coverage



# 2013



# FOCUS

- LFWB introduced a new initiative for the Self Help Group, Hepatitis Patient's Forum members.
- **“Art Therapy”** through inauguration of clay modeling classes by Dr. Mohiuddin Ahmed, to
  - motivate,
  - empower and
  - counselthe patients towards a better quality of life.





Event moments



News coverage



# FOCUS

- Liver Foundation West Bengal (LFWB) undertook initiative of **World Hepatitis Alliance** and spread the message –  
*“see no evil  
hear no evil  
speak no evil”*

This event was carried out in the peripheral centers of LFWB at the same time leading to a successful world record of 26,204 individuals all across the globe participating in the action.

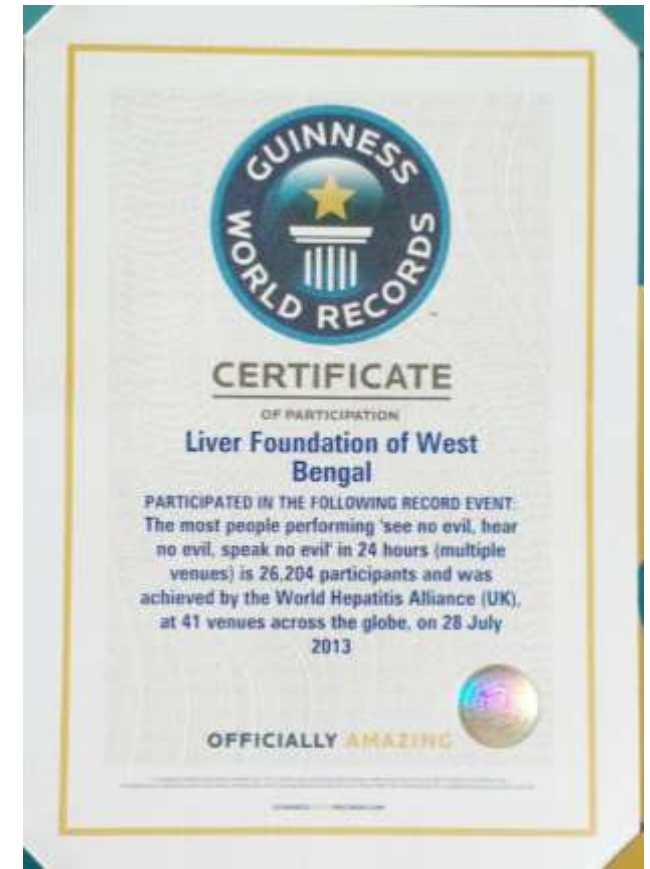




## Event moments



## Acknowledgement



# 2014



# FOCUS

- LFWB sensed a **lack of awareness** in the general population that was **hurting** the entire scenario of **mainstreaming hepatitis patients**.

## Pledge-Instrument

- A special one-of-a-kind pledge instrument, was designed for this program for people to helping in creating a Hepatitis free world by acquiring knowledge about Hepatitis and spreading that across to the society.





## Event moments



## News coverage



# 2015



# FOCUS

- Indian, as well as, West Bengal communities are collection of various **ethno-lingual groups**.
- Thus **to raise awareness** in the entire community, all ethno-lingual groups should be mobilized.
- In this perspective

**UNITE in DIVERSITY**  
initiative was undertaken





## Event moments



## News coverage



# 2016



# FOCUS

## NOhep

*A global movement to eliminate viral hepatitis by 2030.*

Liver Foundation West Bengal joined the NOhep movement and it pledged to work on that vision.

***Chain launch of No Hep initiatives  
from villages to towns  
from towns to metropolis***





## Event moments



Kolkata



Kolkata



Suri, Birbhum



Suri, Birbhum



Shyampur, Purulia



Shyampur, Purulia

## News coverage



## Hep hour



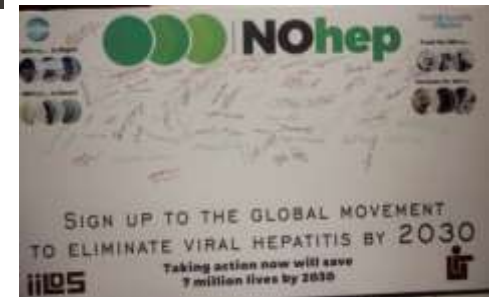
## Print media campaign



## #showyourface



## Signature campaign



# 2017





# FOCUS

- NOhep at multiple level
- Liver Foundation West Bengal realized to reach the goal a single day initiative might come short. It launched multiple initiatives.
  - **Hep Hour**
  - **Monthly print media advocacy campaign**
  - **#showyourface** - Tahader Kotha
  - **Signature campaign**



# 2018



# FOCUS

## NOhep

- In addition to patient mainstreaming and society mobilization, LFWB realized **Test. Treat. Hepatitis** will be crucial.
- Under WHA theme of ***Finding The Missing Million*** it started “***Reaching the Unreachable***” initiative.



## News coverage

### Sitarampur Village, Ajodhya Hill, Purulia



### Find The Missing Millions.

### EXAMPLES FROM AROUND THE WORLD

Through the Find the Missing Millions campaign, we are highlighting best practice and innovations in screening and testing so that other organisations can learn and develop their national activities. Each month we profile a successful diagnosis initiative in hepVoice. This month, we are highlighting the efforts of WHA Member the Liver Foundation of West Bengal.

#### Reaching the Unreachable in West Bengal

By Dr. Partha Sarathi Mukherjee, Program Director, The Liver Foundation of West Bengal

**"It is crucial that no one is left behind, even those that are hardest to reach."**

"On World Hepatitis Day 2018, together with partners, the Liver Foundation of West Bengal launched the "Reaching the Unreachable" project with the aim of finding people unaware of their hepatitis diagnosis in West Bengal.

Of the 325 million people living with viral hepatitis globally, upward of 290 million (that's 9 in 10) are living with hepatitis B or hepatitis C without knowing. Unless there is a massive scale-up in screening, diagnosis and linkage to care, more people will become infected and lives will continue to be lost.

In India, 68% of the population live in rural areas, for many people health services can be hard to reach. The rural population of India is greatly impacted by viral hepatitis and to ensure we find all of the estimated 52 million people living with hepatitis B or hepatitis

C in India it is crucial that no one is left behind, even those that are hardest to reach.

In Sitarampur, a very remote village 7-8 km away from Ajodhya hill top of Purulia district, we implemented the "Reaching the Unreachable" programme. We screened 459 people for hepatitis B and hepatitis C over three days, including 44 primary health care practitioners who work with the community. The village has a total population of 500, so we managed to see the majority of the population.

Alongside the vaccination and testing drive we also ensured the residents of the village were made aware of viral hepatitis so that they could pass on their knowledge to more people. We also achieved some media coverage from the event, further raising awareness of hepatitis."



hepVoice November 2018 15



# 2019





# FOCUS

## Vital Statistics

### 28-29-30

- Multimodal awareness creation.
- Engaging stakeholders like students, government, celebrities, etc.





# 2020



# Focus

- In 2020, due to the COVID-19 pandemic LFWB designed alternate digital and social media based interaction and awareness campaigns to overcome the obstacles and still raise the awareness regarding viral hepatitis among general public.
- This year our theme is

**“Viral Hepatitis elimination during the times of COVID-19 pandemic.”**



# Viral Hepatitis elimination during the times of COVID-19 pandemic.”



- Online multiple events involving people living with viral hepatitis, student communities of schools and colleges, rural healthcare providers.
- Partnership with National Viral Hepatitis Control Program (NVHCP).
- Online slogan and banner completion for viral hepatitis awareness.



# 2021





# Focus

Create programmes which will take viral hepatitis awareness, screening and hepatitis –B vaccination to the doorsteps in West Bengal under National Viral Hepatitis Control Programme.

## Hep Can't Wait



# Hep Can't Wait



Continued print media campaign  
on hepatitis awareness

messages published between July, 2020 -July, 2021



# 2022



# Focus

- Continue the awareness initiatives and involve all the sectors of the society.
- A fortnight long initiative that involved, students of school, college and technical education, as well as the members of the press, healthcare, business, performing art, theater community.





